

What is claimed is:

1. A system for integrating with an existing electronic message client for creating customized electronic messages comprising:

a computer readable medium;

at least one message wrapper in communication with said computer readable medium; and

a set of computer readable instructions embodied in said computer readable medium for receiving an electronic message from the user, retrieving said at least one message wrapper and integrating said at least one wrapper with said electronic message for creating a branded electronic message prior to instigating transmission of said electronic message to the recipient so that a branded electronic message is created for transmission to the recipient.

2. The system of claim 1 including:

a set of message wrappers in communication with said computer readable medium having a plurality of message wrappers;

user information in communication with said computer readable medium having wrapper preference information representing the preferred wrapper of the user from said set of message wrappers; and,

said set of computer readable instructions include instructions for retrieving at least one wrapper from said set of message wrappers according to said user information.

3. The system of claim 2 wherein said computer readable instructions include instructions for receiving wrapper selection information from the user and retrieving a second message wrapper from said set of message wrappers according to said wrapper selection information so that said second message wrapper can be used to create said branded electronic message.

4. The system of claim 2 wherein said computer readable instructions include instructions for updating said set of wrappers and said user information whereby said set of wrappers and said user information can be centrally modified.

5. The system of claim 1 wherein said set of computer readable instructions include instructions for displaying said branded electronic message to the user so that the user can preview the electronic message integrated with said at least one wrapper prior to transmission of said branded electronic message to the recipient.

6. The system of claim 1 including:

user information in communication with said computer readable medium having preview preference information representing whether the user wishes to preview said branded electronic message prior to its transmission; and

said set of computer readable instructions include instructions for displaying said branded electronic message automatically according to said user information so that the user can preview the electronic message integrated with said at least one wrapper prior to its transmission of said branded electronic message to recipient.

7. The system of claim 6 wherein said computer readable instructions include instructions for canceling transmission of said branded electronic message prior to transmission to the recipient.

8. The system of claim 1 wherein said set of computer readable instructions include instructions for retrieving at least one wrapper from said set of wrappers, receiving modification instructions representing changes to said at least one wrapper, modifying said at least one wrapper according to said modification instructions, and storing said modified wrapper back in said set of wrappers.

9. A system for integrating with an electronic message client for creating customized electronic messages comprising:

a computer readable medium; and,

a set of computer readable instructions embodied in said computer readable medium for functioning in conjunction with said electronic messaging client and receiving an electronic message generated from said electronic messaging client prior to transmission to a recipient, retrieving at least one message wrapper from a set of message wrappers in communication with said computer readable medium, integrating said electronic message with said at least one wrapper for creating a branded electronic message so that a branded electronic message is created for transmission to recipient.

10. The system of claim 9 wherein said set of computer readable instructions include instructions for retrieving user information representing user preferences from said electronic messaging client and retrieving at least one wrapper

according to said user information so that said branded electronic message is created according to said user preferences.

11. The system of claim 9 wherein said computer readable instructions include instructions for displaying said branded electronic message so that a user can preview said electronic message integrated with said at least one wrapper prior to transmitting said branded electronic message to the recipient.

12. The system of claim 11 wherein said computer readable instructions include instructions for canceling transmission of said branded electronic message prior to its transmission to the recipient.

13. The system of claim 9 wherein said computer readable instructions include instructions for retrieving at least one wrapper from said set of message wrappers according to user information representing a preferred wrapper of the user.

14. The system of claim 9 wherein said computer readable instructions include instructions for receiving wrapper selection information and retrieving a second message wrapper from said set of wrappers according to said wrapper selection information so that said branded electronic message can be created with said second message wrapper.

15. A method for creating customized electronic messages using an existing electronic message client comprising the steps of:

receiving an electronic message from a user providing at least one message wrapper; and

creating a branded electronic message by integrating said electronic message with at least one said message wrapper prior to initiating transmission of said electronic message to a recipient.

16. The method of claim 15 including the step of providing at least one message wrapper according to wrapper selection information representing the message wrapper preference of the user.

17. The method of claim 15 including the step of canceling transmission of said branded electronic message prior to its transmission to the recipient.

18. The method of claim 15 including the step of displaying said branded electronic message to the user so that the user can preview said branded electronic transmission prior to its transmission.

19. The method of claim 15 including the step of modifying said branded electronic message prior to its transmission to the recipient.

20. The method of claim 15 including the step of transmitting said branded electronic message to the recipient.